

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, March 18, 2009

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:32 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Commissioner Ray Gaul, Commissioner Betsy Gammell, Vice Chair Bill Schmitz, Commissioner Bill Delaney, and Secretary Jeff Wood

Absent: None

Staff: John Vest, General Manager

1-B APPROVAL OF MINUTES

The Commission unanimously approved the minutes of the Golf Commission meeting on February 18, 2009.

1-C ADOPTION OF AGENDA

The Commission adopted the agenda unanimously.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

Chair Sullwold asked John Vest what instructions he had been given by the City regarding Kemper's analysis of the Mif Albright property. Mr. Vest stated that he had met with Dale Lillard, Acting City Manager David Brandt, and Superintendent Matt Wisely to discuss the potential uses for the Mif Albright course as well as the overall condition of the course. Mr. Lillard advised Mr. Vest to be prepared to tell City Council what Kemper believes should be done with the Mif Albright property if Kemper Sports were to receive a long-term management contract for the Chuck Corica Golf Complex. Although Mr. Lillard told Mr. Vest initially that he should not share Kemper's conclusions with the Golf Commission before the April 7 City Council meeting, Mr. Vest said that he was prepared to advise the Commission about Kemper's preliminary estimates for reopening and operating the property as a Par 3 course.

4 AGENDA ITEMS

4-A Discussion of Potential Uses for Mif Albright Course

John Vest stated that it would cost roughly \$3,000 to \$4,000 for new amenities, including new cups, holes and mats for the tee boxes. The greens have fungus and he does not feel it would be worth trying to bring them back. At least six out of the nine greens need to be rebuilt at a cost of approximately \$6,000 per green. Aerifying, topdressing and daisy eradication would cost about \$3,000, and fertilizing would cost about \$4,000. The biggest expense would be tree work on the right side of the range, costing about \$20,000. Fixing the irrigation problems would cost between \$8,000 and \$12,000. Also, Mr. Vest believes that the barrier fence on the right side of the range should be raised about 20 feet for safety, and that could cost \$10,000 to \$20,000. He would like to replace the plastic mats with real grass tees, but doesn't yet have a figure for that, nor does Kemper yet have a figure for annual maintenance costs. Based on information he received from EBMUD, there is no possibility that reclaimed water could be used for irrigation. Chair Sullwold advised that Mif Albright revenue for the fiscal year 2007/2008 was \$121,549; \$131,481 for 2006/2007; and \$130,117 for 2005/2006. She also advised John Vest to be prepared to address a question from Mayor Beverly regarding turning the golf complex into a 27-hole facility, allowing a par 3 course to be created from the other 9 holes. The Golf Commission decided that Kemper's estimates were too preliminary and incomplete to enable the Commission to make any final recommendations, so the Commission decided to hold a special meeting on April 2, 2009 at 6:30 p.m., to allow it to respond to Kemper's final report.

4-B Update on Effect of Rate Increases

Chair Sullwold stated that total rounds on both the Fry and Clark courses for the month of February declined by 22%, but revenue declined by only 11% as a result of the rate increases.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report

John Vest stated that the email database used is not being utilized up to its potential, so he is working on improvements. Further, recognizing that our website costs were much too high, he renegotiated and reduced the monthly cost to \$175, down from the current charge of \$795, for an annual savings of about \$7,000. A Demo day was held last weekend, and this coming weekend the golf shop will have a sidewalk sale to attempt to get rid of stale merchandise. He also stated that they are using keys again to alleviate any problems with someone jumping in and taking off in a cart without paying. A

couple of months ago two carts were in the lake overnight and caused approximately \$4,000 in damages.

5-B Golf Complex Maintenance activities report by John Vest

During the seven weeks since Matt Wisely has been on property, Kemper has hired two new greenskeepers. In May one City employee will be retiring and another will be moved to the Park Department, at which time Kemper will be hiring two more people. Greens on the Fry course were aerified on March 9 and 10, and the Clark will be done after the first weekend of the Commuters on April 20 and 21. New bunker rakes have been ordered.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

Norma Arnerich stated that the Junior Golf Board of Directors had their first meeting this month. The first Junior Golf tournament will be a weekend event in May for parents and juniors. She also stated that Carlos Briones, then age 14 and one of our juniors, was the youngest player ever to win the San Francisco City tournament. On Monday, April 27, 2009, the Tree Beautification program will be having a tree planting ceremony in memory of one of the nine-hole ladies.

5-D Golf Complex Restaurant Report, Jim's on the Course

No report

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

Commissioner Gammell stated the the restaurant was running a special for St. Patrick's Day: anyone who plays 18 holes from March 16 to March 21 will receive their first drink at half price.

6-B Golf Complex Financial Report, Commissioner Delaney

Commission Delaney stated that, based on the first eight months of the fiscal year, the actual shortfall will be less than the \$700,000 that was projected by Mr. Lillard. Play for the first eight months of the fiscal year was up by 5%, and, although February was down 22%, the first seven months were really strong until the rain stopped that trend. The Enterprise Fund was depleted by \$134,000 to meet expenses after payments to the City in February.

6-C Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

No Report

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

None

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for February 2009 of \$5,094. The year-to-date total to the General Fund is \$90,287 for the fiscal year 2008/2009.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Discussion of whether Mif Albright Course should be reopened

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:00 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.